

**REAL
LEATHER.
STAY
DIFFERENT.**

WARDROBE MALFUNCTION

LEATHER. IF WE DON'T USE IT, WE DO MORE THAN JUST LOSE IT.

From food to fashion, a burger and shake is just the start of the story of waste and recklessness. We live in a world where the cheap and easy option is to throw away the byproducts of our society. Instead we crop new land, drill or frack for short lived replacements. Isn't it time to shake things up, to think slow instead of fast. To think of our future and that of the planet?

300M HIDES COME FROM THE MEAT & DAIRY INDUSTRIES EVERY YEAR

60% IS USED FOR LEATHER. THE REST IS JUST TROWN AWAY

THAT IS **120M** 3M TONNES OF LANDFILL & 2.7M TONNES OF GREENHOUSE GASES. EVERY YEAR.

THE FASHION INDUSTRY PRODUCES

144 BILLION ITEMS OF CLOTHING EVERY YEAR

WE NEED 3.5M ACRES OF FOREST, JUST TO RE-CAPTURE THE CARBON CREATED BY THIS WASTE.

65% OF ALL OUR CLOTHES ARE **PLASTIC**, SOURCED THROUGH **DRILLING & FRACKING**

EACH HIDE COVERS **4 SQM**

WE WASTE NEARLY **480 MILLION SQM**

OF MATERIAL EACH YEAR, ENOUGH TO COVER

78,000 FOOTBALL PITCHES

OR TO PUT SHOES ON THE FEET OF

EVERY MAN, WOMAN & CHILD IN AFRICA

AND ONE LEATHER ITEM CAN **LAST A LIFETIME**

TO JOIN THE DISCUSSION FIND US AT: CHOOSEREALLEANATHER.COM